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## CIA Takes to the Airwaves To Attract New Recruits

By Mary Battiata  
Washington Post Staff Writer

This may be RIF season for many federal agencies, but not the Central Intelligence Agency, which turned last week to the airwaves in a search for new employees.

"If you would like to help shape a world to come, send your resume to the CIA," intoned the narrator of a radio advertisement broadcast by two Washington stations.

The 60-second spots, the first radio ads ever produced by the agency, were carried on WRC and WTOP, an agency spokesman said. Produced by a New York advertising agency at a cost of approximately \$4,500, they were the latest installment in a CIA foray into advertising that has included similar ad campaigns in Salt Lake City, Atlanta and Harrisburg, Pa.

"We hope to gain 'share of mind' with the ads," said CIA Deputy Chief Recruiter Henry Walton. That means the agency is hoping that even happily employed workers will consider the CIA if they are job hunting in the future. This also includes refugees from the RIF (reduction in force) lists.

"We're one of the [agencies] that have not been cut back . . . and we've been very ac-

tive working with" laid-off federal employees, Walton said. "If there are people from other agencies with the right qualifications, we want to know about them."

The CIA will not say how many jobs it has to fill but, according to Walton, the agency is hiring in expectation of some "modest budget increases" next year. Although the ads do not mention such words as "spy" or "agent," they are entry-level professional positions with a pay scale of \$16,000 to \$25,000. The Atlanta series generated nearly 1,800 resumes, according to Walton, who added that the CIA's "winnowing-away process is extensive."

The agency wants computer specialists, mathematicians, engineers, foreign language experts and "photographic interpreters to piece together information that is reviewed by leaders charged with the security of our nation," according to the ads. An academic degree and U.S. citizenship are necessary and work experience is "a real plus."

According to Walton, most people never imagine that the agency might have a place for them.

"One of the important things we gained in Atlanta," he said, "is that people realized they could open their phone books and find the CIA."